What to write: #4 Twitter

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Using Twitter to get ideas

- **Twitter Trends is a special section of the platform that shows the top hashtags, topics, or events of the day**
- Ignore the political topics that are trending - engaging in that kind of stuff is not productive for your goals
- If you find anything interesting, jump in and participate to show your personality as a company
- **Example:**
  - The hashtag #traveltuesday is trending
  - You have a productivity app
  - Write a post about how your users can use the app while traveling, tweet about it and use that hashtag
- Keep in mind that your trends list is specific to your location
- Be aware of what's happening in your area and try to link yourself to the major events
- You can use Tweetdeck to easily monitor specific Twitter hashtags